SUBMISSION TO THE CRTC RE:

THE INTRODUCTION OF NEW CANADIAN YOUTH, FAMILY AND HEALTH PROGRAMMING SERVICES

The Honourable James Snow
January, 1985

Office of the Minister

Ministry of Transportation and Communications

Ferguson Block
Queen's Park
Toronto, Ontario
416/965-2101

January 28, 1985

Mr. Fernand Belisle
Secretary General
Canadian Radio-television and
Telecommunications Commission
OTTAWA, Ontario
K1A 0N2

Dear Mr. Belisle:

RE: CRTC Notice of Public Hearing 1984-108
Canadian Youth, Family-Oriented and Health
Specialty Services

I would like to take this opportunity to submit some general comments in response to this Notice.

Ontario does not wish to intervene either in support of or in opposition to any of the individual applications currently before the Commission. Rather, the purpose of this submission is to express some general views relating to the introduction of these and other new specialty programming services.

I am especially concerned about the issue of carriage as it relates to the licensing of new specialty services. In previous submissions to the CRTC, I recommended that new specialty services be licensed on an optional basis to both cable operators and consumers. In Ontario's view, there are two major reasons why a non-discretionary carriage model would be inappropriate for these new types of services.

First, all cable subscribers should not be forced to pay for narrowcast services in which only a minority is interested. Studies which Ontario tabled previously with the Commission indicate that while there is some degree of consumer interest in each of the different types of specialty services, (e.g., news, children's, health), none of the individual formats appeals to a majority of cable subscribers.

Second, in cable systems with limited channel capacity, the carriage of a new narrowcast service on basic (i.e. channels 2-13) may result in the bumping and loss of an existing service. In larger systems, it might result in the repackaging of services such that subscribers would have to pay more for the services they already receive. This would occur either through having to pay extra for a bumped service, or through having to purchase a converter to receive it. A study commissioned by my ministry indicates that most cable subscribers would not find it acceptable to licence any one particular type of new narrowcast service under conditions which might result in increased payments for existing services.

The attached submission contains the complete results of this new study, which explored consumer attitudes towards adding new narrowcast services to basic, replacing existing services with these new types of services, and the packaging of discretionary services.

With the number of services now and soon to be available, the issue of carriage priority and restructuring of tiers must be carefully considered by the Commission. While cable operators should have a maximum degree of flexibility in responding to their market, the Commission should provide guidelines to protect consumers from unreasonable cost increases or loss of service. I will be commenting in greater detail on this issue in response to the recent notice on cable regulations.

Also included in the brief are Ontario's views on the issues of format regulation and the regulation of Canadian content for new specialty services.

I trust that the Commission will take these research results and comments into consideration as it prepares to licence new specialty services in the areas of family, youth, and health programming. Due to the limited number of applications under consideration, I do not feel it is necessary to have representatives of my ministry appear at the hearing on February 5.

With kindest regards, I remain,

Yours sincerely,

James Snow,
Minister

cc: D.E.F.I. Jeunesse Inc.
Michael G. Rinaldo
Youth Broadcasting Inc.
First Choice and Allarcom Ltd.

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SUBMISSION TO THE CRTC RE:

THE INTRODUCTION OF NEW CANADIAN YOUTH, FAMILY AND HEALTH PROGRAMMING SERVICES

I. INTRODUCTION

In previous submissions to the CRTC on tiering, specialty services, and programming services for Canadian children and youth, Ontario addressed a number of key issues relating to the introduction and licensing of new Canadian specialty services.

Ontario wishes to take this opportunity to reiterate several of the key policy principles outlined in these previous submissions, as well as to present new consumer research related mainly to the issue of carriage.

This submission will address the following three issues:

- carriage options
- format regulation
- Canadian content regulation

II. ISSUES

1. Carriage Options

Ontario has long maintained that new specialty programming services should be licensed on the basis of being optional to both consumers and cable operators. This recommendation was included in Ontario's January 1984 submission to the CRTC on specialty services, and was also a key feature of MTC's response to the Commission's June 1984 call for comments on programming services for Canadian youth.

In Ontario's view, there are two major reasons why a non-discretionary carriage model would be inappropriate for these new types of services. These reasons are elaborated below.

a) All cable subscribers should not be forced to pay for a narrowcast service or services in which only a minority is interested.

In a July submission to the CRTC on children's and youth specialty services, Ontario tabled the results

of three separate studies relating to the level of consumer interest in additional children's and youth programming.[1] These studies revealed that there is a general demand for more children's programming from about 4% of the general population. When the concept of a specialty children's channel was explained, between 12% and 17% of cable subscribers expressed a strong interest in subscribing to such a service at a modest additional monthly fee. A further 4% to 8% were moderately interested in subscribing at an extra monthly charge.

Although it was not highlighted in that submission, data from Ontario's 1983 Gallup Omnibus survey indicated that 6.4% of Ontario cable subscribers would be interested in subscribing to a health and fitness channel for an additional fee of $1.00 per month.

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1 Canadian Gallup Poll Limited, Gallup Ontario Omnibus, August 1983.
Paul Audley & Associates, Home Entertainment: A Study of Canadians' Behaviour and Attitudes, (syndicated), December 1983.
Paul Audley & Associates, Viewer Choice of Television Services in Ontario, May 1984.

Ontario concluded that while there is evidence of some consumer interest in these types of programming services, the level of interest is not sufficient to warrant imposing such services on all cable subscribers through carriage on basic or converter-basic with a mandatory pass-through charge. It is unreasonable to require the majority of cable subscribers to pay for a new specialty service in which only a minority is interested.

Ontario recently commissioned a Gallup study (copy enclosed) in order to determine consumer attitudes towards adding new services to basic, replacing existing services with new narrowcast services, and the packaging of discretionary services. The study, conducted in September 1984, involved in-home interviews with a representative sample of 1046 adults from across the province.

As part of the study, cable subscribers were asked the following question:

"In the future, new Canadian channels may be added to the existing basic cable service. The addition of these new channels might result in a small increase, say about $1, in your monthly cable bill. Under these circumstances, which of the following Canadian channels, if any, would you be interested in receiving?"

	Responses
. A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL	21.6%
. A CANADIAN MULTILINGUAL CHANNEL	7.7%
. A CANADIAN RELIGIOUS CHANNEL	3.9%
. OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (E.G. CITY-TV, CHCH, GLOBAL)	14.3%
. OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (E.G. CKVU VANCOUVER, CITV EDMONTON)	18.2%
. A SECOND CBC CHANNEL	12.3%
. A HOUSE OF COMMONS CHANNEL	4.0%
. NONE	35.8%
. DON'T KNOW	3.8%
. NOT STATED	.5%

The results can be broken down demographically, which reveals the following:

- 24.9% of female respondents indicated they would be interested in receiving an additional children's channel at an extra cost of $1, compared to 18.0% of male respondents;

- 27.5% of Northern Ontario residents would be interested in adding a children's channel, compared to 15.2% of respondents from Eastern Ontario, and 23.1% from Metro Toronto.

- respondents with a household income of over $30,000 (27.9%) were more likely to find it acceptable to add a children's channel to basic at an additional monthly charge.

The results of this question indicate that only 21.6% of cable subscribers in Ontario would find it acceptable to add a children's and/or youth channel to the basic service at a $1.00 increase in the monthly cable bill.

Since only a minority of cable subscribers have indicated that they would be interested in receiving and paying for a narrowcast channel as part of their basic service, Ontario continues to believe that all such services should only be licensed on the basis of being discretionary to consumers.

b) In smaller cable systems with limited channel capacity, the carriage of a new narrowcast service on basic (i.e. channels 2-13) may result in the bumping and loss of an existing service. In larger systems, it might result in the repackaging of services such that subscribers would have to pay more for the services they already receive, either through having to pay extra for a bumped service, or through having to purchase a converter to receive it.

One of the questions in the 1984 Ontario Gallup Omnibus survey referred to previously explored consumer attitudes towards bumping existing American channels off the basic tier to make room for new Canadian broadcast services.

Cable subscribers were asked the following question:

"Consideration is being given to changing which stations people receive through their basic cable service; that is, on channels 2-13. New Canadian channels would replace American channels (NBC, ABC, CBS, or PBS), which would then be available only with a channel converter. Which of the following Canadian television services, if any, do you think should be allowed to replace American channels?"

	Responses
. A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL	22.1%
. A CANADIAN MULTILINGUAL CHANNEL	7.6%
. A CANADIAN RELIGIOUS CHANNEL	4.8%
. OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE	14.7%
. OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU	17.1%
. A SECOND CBC CHANNEL	11.8%
. A HOUSE OF COMMONS CHANNEL	4.1%
. LEAVE AS IS/NONE	35.0%
. DON'T KNOW	4.6%
. NOT STATED	.5%

- 26.5% of female respondents indicated that a Canadian children's/youth service should be allowed to replace American channels, compared to 17.2% of male respondents.

- 31.2% of respondents aged 30-49 stated that a Canadian children's channel should be allowed to replace American channels, compared to 24.6% of those aged 18-29, and 11.1% of those aged 50 and over.

- respondents with converters plus pay-TV (25.6%) were more likely to respond favourably than those with basic cable service only (21.9%), or basic cable plus a converter (21.5%).

The overall results of this question show that only 22.1% of Ontario cable subscribers would find it acceptable to replace an American channel currently provided on basic with a new Canadian children's and/or youth channel.

It is clear that most cable subscribers would not find it acceptable to license any one particular type of new narrowcast service under conditions which might result in increased payments for existing services.

Ontario hopes that the Commission will be sensitive to this consumer concern as it prepares to license new Canadian youth, family, and health specialty services.

Although consumer interest in each of the individual specialty service formats is not sufficient to justify carrying such services on basic, there appears to be significant interest in subscribing to them on a discretionary basis. This appears to be especially true of the children's and youth programming area, and hopefully is confirmed by the detailed market assessments of the applicants.

In the 1984 Ontario Gallup Omnibus study, respondents were asked if they felt Canadian children and youth were adequately served in terms of the quantity of children's and youth programs available, the quality of programs available, and the amount of Canadian, as opposed to foreign, children's/youth programming available. The overall results of this question were as follows:

- 51.6% of respondents expressed the view that Canadian children and youth are adequately served in terms of the quantity of programming available;
- 47.8% feel that they are adequately served in terms of the quality of programming available;
- 39.5% indicated that they are adequately served in terms of the amount of Canadian, as opposed to foreign programming available;

A demographic breakdown of these results reveals the following:

- only 44.1% of Northern Ontario residents feel that Canadian children and youth are adequately served in terms of the quantity of programming available, compared to 48.8% of respondents from Metro Toronto and 58.0% of those from the outskirts of Metro.
- the greatest concern about the quality of programming available was expressed by university-educated respondents, with only 33.5% (compared to the average of 47.8%), responding that Canadian youth and children are adequately served.
- only 27.2% of university-educated respondents and 32.6% of students felt they were adequately served in terms of the amount of Canadian, as opposed to foreign children's and youth programming available.

These results confirm that there is a significant degree of concern about both the quantity and quality of programming available for Canadian children and youth. The respondents seemed to be especially concerned about the amount of foreign, as opposed to Canadian programming available.

In view of these results, Ontario believes it has become especially important to encourage Canadian entrepreneurs to assess and respond to the need for additional Canadian children's and youth programming.

However, in order to ensure that the availability of these and other types of narrowcast services reflects consumer demand and market preferences to the maximum extent possible, Ontario also recommends that all new specialty services be licensed on the basis of being optional to both consumers and cable operators.

2. Format Regulation

As suggested in MTC's July submission to the CRTC on children's and youth specialty services, Ontario believes that there should be minimal regulatory involvement with respect to the formats of new narrowcast services.

In Ontario's view, regulatory attempts to rigidly define format requirements will not grant licensees sufficient flexibility to respond to changing consumer tastes and demands.

Regulatory restrictions with respect to formats and programming are also very difficult to enforce. The difficulty which the Commission has had in the past in trying to apply its FM format restrictions clearly demonstrates the problems created by format requirements and restrictions.

Ontario believes that no distinction needs to be made between children's, youth, or family programming. As Ontario's July submission on children's and youth specialty services clearly demonstrated, there are tremendous difficulties involved in trying to define and categorize these types of programming.

Programming and formats should be determined by the licensees and the marketplace. Therefore Ontario recommends that the Commission not impose rigid format requirements on the licensees for new Canadian youth, family or health specialty services.

3. Canadian Content Regulation

As noted in several previous submissions to the CRTC, Ontario shares the Commission's belief in the desirability of establishing a range of new Canadian programming services.

However, while sharing the CRTC's objectives with regard to Canadian content, Ontario also believes that these objectives can best be achieved through the application of a more flexible regulatory approach.

In Ontario's view, imposing high Canadian content requirements on discretionary service licensees before they are able to achieve profitable penetration levels is not in the interests of either consumers or service providers. Experience shows that such requirements lead to high levels of repeats, which in turn results in subscriber dissatisfaction and disconnection from the service. In fact, MTC's study on Pay TV Disconnects, tabled with the Commission in January 1984, identified the high number of repeats as the primary reason for subscriber disconnection.

Ontario believes that Canadian content requirements for providers of discretionary services should be related to their financial capability to support domestic program production. The "ability-to-pay" element is crucial to the survival of these services; therefore, Ontario recommends that the system of Canadian content regulation for new and existing discretionary services be modified so that it is based on the application of time quotas which vary according to the total revenues of the licensee.

III SUMMARY OF RECOMMENDATIONS

The following is a summary of the recommendations contained in this submission.

THE GOVERNMENT OF ONTARIO RECOMMENDS THAT:

1) NEW SPECIALTY SERVICES BE LICENSED ON THE BASIS OF BEING DISCRETIONARY TO BOTH CONSUMERS AND CABLE OPERATORS;

2) THE COMMISSION NOT IMPOSE RIGID FORMAT REQUIREMENTS ON THE LICENSEES FOR NEW CANADIAN SPECIALTY SERVICES;

3) CANADIAN CONTENT REGULATION FOR DISCRETIONARY SERVICES BE BASED ON THE APPLICATION OF TIME QUOTAS WHICH VARY ACCORDING TO THE TOTAL REVENUES OF THE LICENSEE.

GALLUP ONTARIO OMNIBUS

CONDUCTED FOR

MINISTRY OF TRANSPORTATION & COMMUNICATIONS

SEPTEMBER, 1984

INTRODUCTION

This report covers questions included in the September Ontario Omnibus.

In total, 1046 adults, 18 years of age and over, were personally interviewed in their homes across Ontario from September 24 - 29, 1984.

Case counts and percentages shown are photographic reproductions of reduced comptuer print-outs.

The sample characteristics, questions asked, and a description of the sample design are included in this report.

On the regional break, Metro outskirts includes an area roughly bounded by Hamilton, Cambridge, Barrie and Oshawa; whole eastern Ontario includes all areas east of a line running north from Barrie. Similarly western Ontario includes all areas west of a line running north from Barrie, while northern Ontario is defined as North Bay and further north.

Because of a slight imbalance in sex and age groups, the following weights were applied in tabulation:

	MALE	FEMALE
18 - 29 years	1.254	1.228
30 - 49 years	0.875	0.889
50 and over	0.919	1.027
Did not state	1.000	1.000

ONTARIO OMNIBUS - MIN. OF TRANS. & COMMUN. 1984

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Q.1-HOUSEHOLD METHOD OF TELEVISION RECEPTION

	TOTAL	REGION					AGE			SEX	
		METRO TOR-ONTO	METRO OUT-SKIRTS	ONTARIO EAST-ERN	ONTARIO WEST-ERN	ONTARIO NORTH-ERN	18-29	30-49	50+	MALE	FEMALE
UNWEIGHTED TOTAL	1046	358	120	190	290	88	244	419	359	517	529
WEIGHTED TOTAL	1046	368	120	184	289	85	303	370	350	507	539
RABBIT EARS OR ROOFTOP/ TOWER ANTENNA ONLY	314	54	25	86	133	17	86	112	112	157	157
	30.0	14.7	21.0	46.5	45.9	19.4	28.3	30.3	32.1	31.0	29.1
BASIC CABLE SERVICE (CHANNNELS 2-13) ONLY	258	89	27	41	58	43	61	88	100	121	137
	24.7	24.1	22.5	22.1	20.2	50.9	20.1	23.9	28.7	23.8	25.5
CABLE SERVICE WITH CHANNEL CONVERTER TO RECEIVE ADD. CHANNELS	382	179	58	48	83	14	114	138	121	184	198
	36.6	48.8	48.8	26.0	28.6	16.4	37.7	37.3	34.5	36.3	36.8
CABLE SERVICE WITH CHANNEL CONVERTER AND PAY TELEVISION	76	43	8	6	11	8	36	29	10	39	37
	7.3	11.6	6.8	3.2	3.8	9.7	11.9	7.9	2.8	7.6	6.9
SATELLITE RECEIVING DISH	6	0	0	2	1	3	2	1	3	2	4
	.6	.0	.0	1.1	.4	3.6	.8	.2	.8	.4	.8
DON'T KNOW	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
NO TELEVISION	10	3	1	2	3	0	4	2	4	4	5
	.9	.8	.9	1.2	1.1	.0	1.2	.5	1.1	.8	1.0
NOT STATED	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
TOTAL	1046	368	120	184	289	85	303	370	350	507	539
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q.1-HOUSEHOLD METHOD OF TELEVISION RECEPTION

PERCENTAGES

PAGE 2 DOWN

	TOTAL	EDUCATION			INCOME				OCCUPATION OF RESPONDENT					
		PUB-LIC	HIGH	UNIVER-SITY	UNDER 10000	10000 -19999	20000 -29999	30000 & UP	PROF/ EXEC.	SALES /CLER	LAB-OUR	HOUSE-WIFE	STU-DENT	OTHER
UNWEIGHTED TOTAL	1046	140	697	208	90	191	192	313	214	148	228	224	64	149
WEIGHTED TOTAL	1046	135	704	206	93	190	194	307	207	149	228	223	78	143
RABBIT EARS OR ROOFTOP/ TOWER ANTENNA ONLY	314 30.0	46 33.8	220 31.3	48 23.3	36 38.9	67 35.0	66 33.8	81 26.3	57 27.3	30 20.1	65 28.3	83 37.2	22 27.7	56 39.5
BASIC CABLE SERVICE (CHANNNELS 2-13) ONLY	258 24.7	50 36.8	148 21.0	61 29.4	21 22.8	45 23.6	50 25.8	71 23.2	56 27.1	37 24.7	55 24.2	55 24.8	15 19.8	35 24.4
CABLE SERVICE WITH CHANNEL CONVERTER TO RECEIVE ADD. CHANNELS	382 36.6	31 23.2	267 38.0	84 40.6	27 28.6	68 35.9	66 33.7	115 37.4	80 38.8	64 42.9	86 37.9	66 29.8	32 41.4	43 30.3
CABLE SERVICE WITH CHANNEL CONVERTER AND PAY TELEVISION	76 7.3	5 3.9	59 8.4	12 5.8	6 6.3	10 5.1	10 4.9	37 12.2	12 5.7	16 10.6	22 9.6	14 6.4	9 11.1	3 2.4
SATELLITE RECEIVING DISH	6 .6	1 .7	4 .6	0 .0	0 .0	0 .0	3 1.7	2 .6	1 .5	1 .8	0 .0	2 1.0	0 .0	1 .6
DON'T KNOW	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
NO TELEVISION	10 .9	2 1.5	6 .8	2 .9	3 3.4	1 .5	0 .0	1 .3	1 .6	1 .8	0 .0	2 .9	0 .0	4 2.7
NOT STATED	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
TOTAL	1046 100.0	135 100.0	704 100.0	206 100.0	93 100.0	190 100.0	194 100.0	307 100.0	207 100.0	149 100.0	228 100.0	223 100.0	78 100.0	143 100.0

Q.1-HOUSEHOLD METHOD OF TELEVISION RECEPTION PERCENTAGES DOWN

	TOTAL	MOTHER TONGUE--- ENG-LISH	FR-ENCH	OTHER	COMMUNITY SIZE-- OVER 100M	10M-100M	UNDER 10M
UNWEIGHTED TOTAL	1046	799	65	181	637	140	269
WEIGHTED TOTAL	1046	801	64	180	645	136	265
RABBIT EARS OR ROOFTOP/ TOWER ANTENNA ONLY	314 30.0	252 31.4	26 40.9	36 20.1	126 19.6	15 10.7	173 65.3
BASIC CABLE SERVICE (CHANNNELS 2-13) ONLY	258 24.7	186 23.2	20 31.0	53 29.3	164 25.4	57 41.8	37 14.1
CABLE SERVICE WITH CHANNEL CONVERTER TO RECEIVE ADD. CHANNELS	382 36.6	291 36.3	15 22.9	76 42.0	290 44.9	54 39.7	39 14.6
CABLE SERVICE WITH CHANNEL CONVERTER AND PAY TELEVISION	76 7.3	59 7.4	3 5.3	13 7.5	59 9.2	11 7.9	6 2.3
SATELLITE RECEIVING DISH	6 .6	6 .8	0 .0	0 .0	0 .0	0 .0	6 2.3
DON'T KNOW	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
NO TELEVISION	10 .9	8 .9	0 .0	2 1.1	6 .9	0 .0	4 1.3
NOT STATED	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
TOTAL	1046 100.0	801 100.0	64 100.0	180 100.0	645 100.0	136 100.0	265 100.0

Q.2-CANADIAN TV SERVICES THAT SHOULD BE ALLOWED TO REPLACE AMERICAN CHANNELS

BASED ON CABLE HOUSEHOLDS

	TOTAL	REGION: METRO TORONTO	METRO OUT-SKIRTS	ONTARIO EAST-ERN	ONTARIO WEST-ERN	ONTARIO NORTH-ERN	AGE: 18-29	30-49	50+	SEX: MALE	FEMALE
UNWEIGHTED TOTAL	716	302	95	97	154	68	170	289	237	350	366
WEIGHTED TOTAL	717	311	94	94	152	66	211	255	231	344	373
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	158 22.1	71 22.9	15 16.2	15 15.6	44 28.9	13 20.1	52 24.6	79 31.2	26 11.1	59 17.2	99 26.5
A CANADIAN MULTILINGUAL CHANNEL	54 7.6	33 10.8	6 6.5	3 3.5	8 5.3	4 5.4	22 10.6	20 8.0	12 5.1	27 7.9	27 7.3
A CANADIAN RELIGIOUS CHANNEL	34 4.8	18 5.9	2 2.2	1 1.1	10 6.7	3 4.3	5 2.4	11 4.5	18 7.8	11 3.3	23 6.1
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	106 14.7	45 14.5	11 11.4	8 8.1	33 21.5	9 14.2	37 17.7	32 12.5	34 15.0	54 15.7	51 13.8
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	123 17.1	53 17.1	17 18.1	6 6.0	34 22.3	13 19.7	48 22.9	38 14.9	31 13.5	58 17.0	64 17.3
A SECOND CBC CHANNEL	84 11.8	40 12.9	5 5.2	17 17.6	18 11.7	5 7.7	33 15.9	20 8.0	31 13.3	33 9.6	51 13.8
A HOUSE OF COMMONS CHAN.	30 4.1	10 3.3	6 5.9	3 3.0	8 5.5	3 4.0	9 4.1	12 4.9	9 3.7	16 4.7	14 3.6
LEAVE AS IS/NONE	251 35.0	105 33.8	34 36.4	37 38.7	51 33.7	24 36.5	57 27.1	91 35.6	92 39.8	131 38.2	119 32.0
DON'T KNOW	33 4.6	13 4.3	9 9.8	5 5.1	3 1.8	3 4.3	5 2.3	11 4.2	16 6.7	15 4.3	18 4.9
NOT STATED	4 .5	2 .6	1 1.0	0 .0	0 .0	1 1.3	0 .0	2 .7	2 .8	3 .8	1 .3
TOTAL	877 122.3	392 126.0	106 112.8	93 98.7	209 137.3	77 117.6	269 127.6	317 124.3	270 116.9	408 118.8	468 125.6

Q.2-CANADIAN TV SERVICES THAT SHOULD BE ALLOWED TO REPLACE AMERICAN CHANNELS

BASED ON CABLE HOUSEHOLDS

	TOTAL	EDUCATION			INCOME				OCCUPATION OF RESPONDENT					
		PUB-LIC	HIGH	UNIVER-SITY	UNDER 10000	10000 -19999	20000 -29999	30000 & UP	PROF/ EXEC.	SALES /CLER	LAB-OUR	HOUSE-WIFE	STU-DENT	OTHER
UNWEIGHTED TOTAL	716	90	469	157	52	122	124	227	153	116	163	138	46	85
WEIGHTED TOTAL	717	86	474	156	54	123	125	223	148	117	163	136	57	81
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	158 22.1	9 10.4	112 23.6	37 23.7	10 19.0	26 20.9	25 19.6	63 28.3	34 22.7	32 27.6	42 25.9	37 27.1	8 14.8	4 4.6
A CANADIAN MULTILINGUAL CHANNEL	54 7.6	4 4.1	34 7.1	17 11.0	4 7.8	4 3.2	17 13.5	19 8.7	12 7.9	10 8.9	12 7.2	7 5.0	10 17.7	4 4.6
A CANADIAN RELIGIOUS CHANNEL	34 4.8	6 7.2	21 4.4	7 4.7	3 5.7	8 6.3	6 4.7	11 5.1	7 4.4	4 3.2	6 4.0	14 10.2	0 .0	4 4.6
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	106 14.7	12 14.0	62 13.0	32 20.4	7 13.0	21 17.4	18 14.5	40 18.0	24 16.1	20 17.3	19 11.9	19 14.3	7 12.6	15 18.9
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	123 17.1	12 14.4	72 15.3	38 24.2	12 21.5	25 20.2	27 21.6	33 14.9	28 18.8	21 17.8	27 16.6	17 12.5	16 27.9	10 12.4
A SECOND CBC CHANNEL	84 11.8	11 13.0	55 11.7	18 11.5	8 14.0	18 15.0	15 12.2	25 11.4	20 13.5	7 6.0	18 10.8	19 14.1	7 13.2	12 14.9
A HOUSE OF COMMONS CHAN.	30 4.1	2 2.1	18 3.7	10 6.6	1 1.7	3 2.2	5 4.0	11 4.8	6 4.2	3 2.7	6 3.5	5 3.5	5 8.9	4 4.9
LEAVE AS IS/NONE	251 35.0	40 46.6	168 35.6	42 26.8	24 44.6	45 36.7	38 30.3	75 33.8	55 36.8	36 31.3	59 36.1	40 29.2	14 24.2	39 47.7
DON'T KNOW	33 4.6	7 7.7	22 4.6	5 2.9	2 3.4	7 5.6	4 3.6	6 2.6	5 3.6	4 3.3	11 6.8	8 5.9	1 2.2	4 4.5
NOT STATED	4 .5	1 1.1	2 .4	1 .6	0 .0	2 1.6	0 .0	1 .4	0 .0	1 .9	2 1.1	0 .0	0 .0	1 1.1
TOTAL	877 122.3	104 120.7	565 119.3	207 132.4	70 130.6	159 129.1	155 123.9	286 127.9	190 128.1	139 118.9	202 123.7	165 121.8	69 121.4	96 118.4

PERCENTAGES DOWN

Q.2-CANADIAN TV SERVICES THAT SHOULD BE ALLOWED TO REPLACE AMERICAN CHANNELS

BASED ON CABLE HOUSEHOLDS

	TOTAL	MOTHER TONGUE--- ENG-LISH	FR-ENCH	OTHER	COMMUNITY SIZE-- OVER 100M	10M-100M	UNDER 10M	METHOD OF TV RECEPTION CABLE	CON-VERTER	CABLE/ CONV./ PAY TV
UNWEIGHTED TOTAL	716	535	39	141	507	125	84	261	382	73
WEIGHTED TOTAL	717	536	38	142	513	122	82	258	382	76
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	158	126	4	29	108	31	19	57	82	19
	22.1	23.4	10.3	20.2	21.1	25.5	22.7	21.9	21.5	25.6
A CANADIAN MULTILINGUAL CHANNEL	54	24	3	28	44	6	5	25	25	5
	7.6	4.5	7.2	19.6	8.6	4.6	5.9	9.6	6.5	6.1
A CANADIAN RELIGIOUS CHANNEL	34	29	0	5	23	7	5	15	19	0
	4.8	5.5	.0	3.5	4.4	5.6	5.8	5.8	5.1	.0
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	106	82	2	21	68	17	20	53	48	5
	14.7	15.4	5.9	14.7	13.3	14.0	24.5	20.6	12.4	6.3
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	123	95	5	23	85	17	21	39	66	18
	17.1	17.7	12.7	16.2	16.6	14.1	24.9	15.1	17.2	23.5
A SECOND CBC CHANNEL	84	65	4	15	58	14	12	39	39	7
	11.8	12.1	10.8	10.9	11.4	11.8	14.3	15.2	10.1	8.6
A HOUSE OF COMMONS CHAN.	30	25	1	4	19	5	6	13	16	1
	4.1	4.6	2.3	2.8	3.6	4.4	7.1	5.0	4.2	1.2
LEAVE AS IS/NONE	251	189	15	46	178	48	25	86	140	25
	35.0	35.2	40.1	32.5	34.7	39.4	30.3	33.3	36.6	32.3
DON'T KNOW	33	22	1	10	26	6	1	14	16	3
	4.6	4.2	2.7	6.8	5.2	4.6	1.2	5.4	4.2	4.1
NOT STATED	4	2	0	2	3	0	1	3	1	0
	.5	.4	.0	1.3	.6	.0	1.1	1.1	.2	.0
TOTAL	877	659	35	182	612	151	113	343	452	82
	122.3	122.9	92.1	128.4	119.4	124.0	137.8	132.9	118.1	107.7

Q.2-CANADIAN TV SERVICES THAT SHOULD BE ALLOWED TO REPLACE AMERICAN CHANNELS

BASED ON CABLE HOUSEHOLDS

	TOTAL	TYPE OF SUBSCRIPTION--- INDIV. CHAN.	PACK OF 4 CHAN.	PACK. OF ALL CHAN.	NONE	D.K./ N.S.
UNWEIGHTED TOTAL	716	152	159	113	262	30
WEIGHTED TOTAL	717	150	165	116	256	30
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	158 22.1	38 25.1	42 25.7	29 25.3	45 17.6	4 11.9
A CANADIAN MULTILINGUAL CHANNEL	54 7.6	18 12.0	14 8.7	10 8.2	11 4.2	2 6.1
A CANADIAN RELIGIOUS CHANNEL	34 4.8	10 6.7	5 3.3	2 1.5	16 6.4	1 3.1
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	106 14.7	21 14.1	32 19.7	18 15.9	30 11.9	3 10.6
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	123 17.1	27 18.1	36 21.6	31 27.1	26 10.2	2 7.3
A SECOND CBC CHANNEL	84 11.8	15 10.0	26 15.6	21 17.8	21 8.3	2 6.9
A HOUSE OF COMMONS CHAN.	30 4.1	5 3.1	7 4.3	8 7.0	9 3.5	1 3.0
LEAVE AS IS/NONE	251 35.0	51 34.3	35 21.3	31 26.9	125 48.7	8 27.6
DON'T KNOW	33 4.6	2 1.2	4 2.4	5 3.9	17 6.8	5 17.7
NOT STATED	4 .5	0 .0	0 .0	0 .0	0 .0	4 12.4
TOTAL	877 122.3	187 124.6	202 122.7	155 133.7	301 117.5	32 106.6

PERCENTAGES DOWN

Q.3-CANADIAN CHANNELS WOULD BE INTERESTED IN RECEIVING IN ADDITION TO BASIC CABLE SERVICE

BASED ON CABLE HOUSEHOLDS

	TOTAL	REGION					AGE			SEX	
		METRO TOR-ONTO	METRO OUT-SKIRTS	ONTARIO EAST-ERN	ONTARIO WEST-ERN	ONTARIO NORTH-ERN	18-29	30-49	50+	MALE	FEMALE
UNWEIGHTED TOTAL	716	302	95	97	154	69	170	289	237	350	366
WEIGHTED TOTAL	717	311	94	94	152	66	211	255	231	344	373
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	155 21.6	72 23.1	16 17.5	14 15.2	34 22.6	18 27.5	63 30.0	79 30.8	11 4.8	42 12.0	93 24.9
A CANADIAN MULTILINGUAL CHANNEL	55 7.7	34 11.0	6 6.2	3 3.5	8 5.3	4 5.9	22 10.6	23 9.0	9 3.9	25 7.3	30 8.1
A CANADIAN RELIGIOUS CHANNEL	28 3.9	12 4.0	2 2.4	3 3.3	9 6.1	1 1.4	5 2.3	8 3.1	14 6.0	7 1.9	21 5.7
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	102 14.3	42 13.5	18 19.3	12 12.3	20 13.4	10 15.6	38 18.2	41 15.9	22 9.7	51 14.9	51 13.8
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	130 18.2	66 21.1	8 8.5	11 11.2	30 20.0	16 23.9	57 27.1	37 14.5	32 13.9	62 18.2	68 18.2
A SECOND CBC CHANNEL	88 12.3	40 13.0	13 13.4	16 17.2	12 8.0	7 11.0	26 12.3	26 10.0	35 15.1	41 11.8	48 12.8
A HOUSE OF COMMONS CHAN.	29 4.0	12 4.0	5 4.9	3 3.0	7 4.9	2 2.7	9 4.1	11 4.2	9 3.8	12 3.5	17 4.6
LEAVE AS IS/NONE	256 35.8	102 32.9	38 40.5	38 40.5	59 39.0	19 28.4	51 24.1	80 31.4	114 49.5	139 40.6	117 31.3
DON'T KNOW	27 3.8	7 2.1	7 8.0	4 4.0	5 3.4	4 6.0	6 2.9	10 3.8	11 4.8	9 2.5	18 4.9
NOT STATED	4 .5	2 .6	1 1.0	0 .0	0 .0	1 1.3	0 .0	2 .7	2 .8	3 .8	1 .3
TOTAL	875 122.1	389 125.3	114 121.5	104 110.2	187 122.8	81 123.7	278 131.7	315 123.6	259 112.3	410 119.4	465 124.6

PERCENTAGES DOWN

Q.3-CANADIAN CHANNELS WOULD BE INTERESTED IN RECEIVING IN ADDITION TO BASIC CABLE SERVICE

BASED ON CABLE HOUSEHOLDS

	TOTAL	EDUCATION			INCOME				OCCUPATION OF RESPONDENT					
		PUB-LIC	HIGH	UNIVER-SITY	UNDER 10000	10000 -19999	20000 -29999	30000 & UP	PROF/ EXEC.	SALES /CLER	LAB-OUR	HOUSE -WIFE	STU-DENT	OTHER
UNWEIGHTED TOTAL	716	90	469	157	52	122	124	227	153	116	163	138	46	85
WEIGHTED TOTAL	717	86	474	156	54	123	125	223	148	117	163	136	57	81
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	155 21.6	10 12.1	109 23.1	35 22.5	12 21.8	22 17.7	23 18.7	62 27.9	37 24.8	26 22.7	36 22.2	34 24.7	15 25.8	5 6.3
A CANADIAN MULTILINGUAL CHANNEL	55 7.7	3 3.1	26 5.5	27 17.0	3 6.1	7 5.3	12 9.7	23 10.2	13 9.1	10 8.4	14 8.4	8 5.8	7 13.2	2 2.5
A CANADIAN RELIGIOUS CHANNEL	28 3.9	4 4.8	18 3.8	6 3.6	2 3.8	5 3.9	4 3.4	11 4.7	6 4.4	5 4.1	2 1.2	9 6.4	0 .0	6 7.4
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	102 14.3	8 8.8	66 13.8	29 18.6	7 13.1	16 13.0	16 12.6	44 19.7	20 13.5	15 12.9	27 16.8	15 11.0	13 23.6	8 9.4
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	130 18.2	10 11.8	90 18.9	31 19.5	8 15.4	27 22.3	28 22.2	40 18.1	27 18.4	20 17.1	28 17.3	25 18.1	20 34.6	10 11.8
A SECOND CBC CHANNEL	88 12.3	12 14.3	57 12.0	19 12.1	7 13.8	12 10.2	22 17.6	27 11.9	20 13.3	14 12.0	17 10.1	17 12.2	6 11.0	15 18.9
A HOUSE OF COMMONS CHAN.	29 4.0	2 2.2	18 3.7	9 6.0	1 1.7	3 2.5	3 2.6	11 5.1	7 5.1	5 4.5	7 4.1	4 2.8	3 4.4	2 2.6
LEAVE AS IS/NONE	256 35.8	45 52.1	166 35.0	45 29.0	21 39.8	53 43.0	41 32.9	61 27.5	55 37.3	39 33.6	58 35.5	39 28.5	11 19.8	45 55.8
DON'T KNOW	27 3.8	6 7.2	17 3.6	4 2.5	2 3.8	5 4.0	4 2.9	7 3.1	5 3.6	3 2.4	8 5.1	6 4.4	2 4.4	2 2.5
NOT STATED	4 .5	1 1.1	2 .4	1 .6	0 .0	2 1.6	0 .0	1 .4	0 .0	1 .9	2 1.1	0 .0	0 .0	1 1.1
TOTAL	875 122.1	102 117.4	568 119.9	205 131.4	64 119.3	152 123.4	153 122.6	287 128.7	192 129.3	138 118.6	199 121.8	155 113.9	77 136.8	97 118.5

Q.3-CANADIAN CHANNELS WOULD BE INTERESTED IN RECEIVING IN

Q.3-CANADIAN CHANNELS WOULD BE INTERESTED IN RECEIVING IN ADDITION TO BASIC CABLE SERVICE

BASED ON CABLE HOUSEHOLDS

	TOTAL	MOTHER TONGUE--- ENG-LISH	FR-ENCH	OTHER	COMMUNITY SIZE-- OVER 100M	10M-100M	UNDER 10M	METHOD OF TV RECEPTION CABLE	CABLE/CON-VERTER	CONV./PAY TV
UNWEIGHTED TOTAL	716	535	39	141	507	125	84	261	382	73
WEIGHTED TOTAL	717	536	38	142	513	122	82	258	382	76
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	155	114	9	32	110	27	17	47	91	16
	21.6	21.3	23.2	22.3	21.5	22.5	21.0	18.2	23.9	21.6
A CANADIAN MULTILINGUAL CHANNEL	55	25	0	30	45	7	3	24	24	8
	7.7	4.7	.0	21.3	8.9	5.5	3.8	9.2	6.3	10.1
A CANADIAN RELIGIOUS CHANNEL	28	24	1	3	17	6	5	9	17	1
	3.9	4.5	2.4	2.1	3.3	5.0	5.8	3.6	4.6	1.6
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	102	76	4	23	75	14	13	37	55	11
	14.3	14.2	9.7	16.1	14.7	11.4	16.0	14.4	14.3	14.0
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	130	88	7	35	93	23	14	40	71	20
	18.2	16.4	17.8	25.0	18.2	18.9	17.0	15.3	18.5	26.5
A SECOND CBC CHANNEL	88	70	3	16	66	13	9	34	50	5
	12.3	13.1	7.0	11.0	12.9	10.9	11.1	13.1	13.0	6.3
A HOUSE OF COMMONS CHAN.	29	21	1	7	21	5	3	11	15	3
	4.0	4.0	2.4	4.8	4.1	4.1	3.8	4.4	3.8	4.0
LEAVE AS IS/NONE	256	201	13	41	180	46	30	94	132	30
	35.8	37.5	34.1	29.1	35.2	37.5	36.7	36.6	34.4	39.7
DON'T KNOW	27	21	3	3	19	7	1	9	16	2
	3.8	3.9	8.2	2.1	3.7	5.8	1.2	3.6	4.2	2.3
NOT STATED	4	2	0	2	3	0	1	3	1	0
	.5	.4	.0	1.3	.6	.0	1.1	1.1	.2	.0
TOTAL	875	643	39	191	630	148	97	308	471	96
	122.1	120.0	104.7	135.1	122.9	121.6	117.7	119.3	123.2	126.1

Q.3-CANADIAN CHANNELS WOULD BE INTERESTED IN RECEIVING IN ADDITION TO BASIC CABLE SERVICE

BASED ON CABLE HOUSEHOLDS

	TOTAL	TYPE OF SUBSCRIPTION--- INDIV. CHAN.	PACK OF 4 CHAN.	PACK. OF ALL CHAN.	NONE	D.K./ N.S.
UNWEIGHTED TOTAL	716	152	159	113	262	30
WEIGHTED TOTAL	717	150	165	116	256	30
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL ONLY	155	34	48	34	33	6
	21.6	22.5	29.3	29.4	12.8	20.0
A CANADIAN MULTILINGUAL CHANNEL	55	13	16	10	16	2
	7.7	8.4	9.6	8.2	6.1	6.1
A CANADIAN RELIGIOUS CHANNEL	28	7	5	2	14	0
	3.9	4.8	3.0	1.8	5.3	.0
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (CITY-TV,CHCH, GLOBAL,ETC.)	102	14	34	27	23	5
	14.3	9.1	20.4	23.5	9.0	16.7
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (CKVU-VANCOUVER,CITY-EDMONTON,ETC.)	130	27	42	37	20	4
	18.2	18.0	25.8	31.5	7.9	13.5
A SECOND CBC CHANNEL	88	20	26	16	27	0
	12.3	13.4	15.9	13.4	10.4	.0
A HOUSE OF COMMONS CHAN.	29	5	9	7	7	1
	4.0	3.3	5.7	6.0	2.7	3.0
LEAVE AS IS/NONE	256	47	30	22	152	5
	35.8	31.2	18.3	19.1	59.5	16.3
DON'T KNOW	27	5	3	2	10	7
	3.8	3.1	1.8	1.7	4.0	24.2
NOT STATED	4	0	0	0	0	4
	.5	.0	.0	.0	.0	12.4
TOTAL	875	171	213	156	301	33
	122.1	114.0	129.6	134.6	117.6	112.1

PERCENTAGES DOWN

Q.4-TYPE OF SUBSCRIPTION WOULD BE INTERESTED IN PURCHASING

BASED ON CABLE HOUSEHOLDS

	TOTAL	REGION					AGE			SEX	
		METRO TORONTO	METRO OUTSKIRTS	ONTARIO EASTERN	ONTARIO WESTERN	ONTARIO NORTHERN	18-29	30-49	50+	MALE	FEMALE
UNWEIGHTED TOTAL	716	302	95	97	154	68	170	289	237	350	366
WEIGHTED TOTAL	717	311	94	94	152	66	211	255	231	344	373
JUST THE INDIVIDUAL CHANNELS FOR ABOUT $7.00 PER CHANNEL, PER MONTH	150	69	16	22	29	14	40	63	48	70	80
	20.9	22.2	16.7	23.8	19.0	21.2	18.9	24.6	20.8	20.4	21.4
A PACKAGE OF SERVICES CONTAINING SOME ONLY, AT 4 CHANNELS FOR $10 PER MONTH	165	71	23	23	33	14	71	59	28	88	77
	23.0	23.0	25.1	23.9	21.9	21.1	33.7	23.2	12.3	25.6	20.6
A PACKAGE OF SERVICES CONTAINING ALL CHANNELS AT $19.95 PER MONTH	116	60	10	10	19	17	52	48	16	52	64
	16.2	19.4	10.4	10.1	12.8	25.7	24.6	18.7	7.1	15.1	17.2
NONE	256	100	41	34	67	15	41	76	127	117	139
	35.8	32.1	44.2	36.0	43.7	22.1	19.3	29.7	54.9	34.0	37.4
DON'T KNOW	25	8	2	5	4	6	7	7	10	14	12
	3.5	2.6	2.7	5.3	2.6	8.6	3.5	2.8	4.2	4.0	3.1
NOT STATED	5	2	1	1	0	1	0	3	2	4	1
	.6	.6	1.0	.9	.0	1.3	.0	1.0	.8	1.0	.3
TOTAL	717	311	94	94	152	66	211	255	231	344	373
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

PERCENTAGES DOWN

Q.4-TYPE OF SUBSCRIPTION WOULD BE INTERESTED IN PURCHASING

BASED ON CABLE HOUSEHOLDS

	TOTAL	EDUCATION			INCOME				OCCUPATION OF RESPONDENT					
		PUB-LIC	HIGH	UNIVER-SITY	UNDER 10000	10000-19999	20000-29999	30000 & UP	PROF/EXEC.	SALES/CLER	LAB-OUR	HOUSE-WIFE	STU-DENT	OTHER
UNWEIGHTED TOTAL	716	90	469	157	52	122	124	227	153	116	163	138	46	85
WEIGHTED TOTAL	717	86	474	156	54	123	125	223	149	117	163	136	57	81
JUST THE INDIVIDUAL CHANNELS FOR ABOUT $7.00 PER CHANNEL, PER MONTH	150	17	95	38	12	21	27	51	29	34	25	35	10	15
	20.9	20.0	20.1	24.0	21.5	17.4	22.0	23.1	19.2	29.2	15.5	25.4	17.0	19.8
A PACKAGE OF SERVICES CONTAINING SOME ONLY, AT 4 CHANNELS FOR $10 PER MONTH	165	9	109	47	5	21	25	70	42	28	35	32	18	6
	23.0	10.2	23.0	30.0	9.6	17.3	20.1	31.2	28.1	24.1	21.5	23.3	32.5	7.1
A PACKAGE OF SERVICES CONTAINING ALL CHANNELS AT $19.95 PER MONTH	116	9	90	17	9	16	21	40	28	11	36	18	16	8
	16.2	10.5	19.1	10.6	16.8	12.8	16.4	18.1	18.7	9.2	21.7	13.3	28.5	9.6
NONE	256	47	160	50	26	59	46	56	48	39	56	48	10	49
	35.8	53.8	33.8	31.7	48.6	48.0	36.6	25.1	32.2	33.1	34.0	35.0	17.6	60.2
DON'T KNOW	25	4	17	4	2	4	6	5	3	4	10	4	2	2
	3.5	4.5	3.7	2.5	3.6	2.9	4.9	2.1	1.8	3.5	6.2	2.9	4.4	2.3
NOT STATED	5	1	2	2	0	2	0	1	0	1	2	0	0	1
	.6	1.1	.4	1.1	.0	1.6	.0	.4	.0	.9	1.1	.0	.0	1.1
TOTAL	717	86	474	156	54	123	125	223	148	117	163	136	57	81
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

PERCENTAGES DOWN

Q.4-TYPE OF SUBSCRIPTION WOULD BE INTERESTED IN PURCHASING

BASED ON CABLE HOUSEHOLDS

	TOTAL	MOTHER TONGUE--- ENG-LISH	FR-ENCH	OTHER	COMMUNITY SIZE-- OVER 100M	10M-100M	UNDER 10M	METHOD OF TV RECEPTION CABLE	CON-VERTER	CABLE/ CONV./ PAY TV
UNWEIGHTED TOTAL	716	535	39	141	507	125	84	261	382	73
WEIGHTED TOTAL	717	536	38	142	513	122	82	258	382	76
JUST THE INDIVIDUAL CHANNELS FOR ABOUT $7.00 PER CHANNEL, PER MONTH	150	120	5	24	107	24	17	54	82	14
	20.9	22.5	14.5	17.0	20.8	19.8	23.4	21.1	21.4	18.4
A PACKAGE OF SERVICES CONTAINING SOME ONLY, AT 4 CHANNELS FOR $10 PER MONTH	165	123	8	34	123	28	13	51	87	27
	23.0	22.9	21.1	24.0	24.0	23.2	16.2	19.7	22.7	35.5
A PACKAGE OF SERVICES CONTAINING ALL CHANNELS AT $19.95 PER MONTH	116	84	10	21	83	19	14	31	61	24
	16.2	15.8	27.5	14.9	16.2	16.0	16.4	12.0	16.0	31.4
NONE	256	185	12	58	180	44	33	107	141	8
	35.8	34.6	31.9	40.8	35.0	36.1	39.7	41.5	36.8	10.9
DON'T KNOW	25	21	1	3	18	6	2	11	11	3
	3.5	4.0	2.7	2.0	3.4	4.9	2.1	4.3	2.9	3.8
NOT STATED	5	2	1	2	3	0	2	4	1	0
	.6	.4	2.3	1.3	.6	.0	2.1	1.4	.2	.0
TOTAL	717	536	38	142	513	122	82	258	382	76
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q.5-MAIN REASON FOR USING A TV CONVERTER

BASED ON CABLE HOUSEHOLDS

	TOTAL	REGION					AGE			SEX	
		METRO TORONTO	METRO OUTSKIRTS	ONTARIO EASTERN	ONTARIO WESTERN	ONTARIO NORTHERN	18-29	30-49	50+	MALE	FEMALE
UNWEIGHTED TOTAL	716	302	95	97	154	68	170	289	237	350	366
WEIGHTED TOTAL	717	311	94	94	152	66	211	255	231	344	373
ACCESS TO AMERICAN CHANNELS	248 34.7	120 38.7	32 33.8	34 36.3	54 35.7	8 12.0	76 35.9	100 39.1	70 30.3	121 35.1	128 34.3
ACCESS TO MORE CANADIAN CHANNELS	65 9.1	37 11.8	9 10.1	4 4.4	13 8.8	2 2.7	27 12.9	16 6.2	22 9.7	31 8.9	35 9.4
ACCESS TO HOUSE OF COMMONS/ GOVERNMENT SERVICES	3 .4	1 .3	1 1.3	0 .0	1 .6	0 .0	1 .6	1 .3	1 .4	3 .9	0 .0
STOCK/WEATHER/SHOPPING/ AIRPORT/CHANNEL INFO.	14 2.0	13 4.3	0 .0	0 .0	1 .6	0 .0	6 2.9	5 2.1	3 1.2	7 2.0	7 2.0
ACCESS TO PAY-TV/SPECIALTY CHANNELS	69 9.6	25 8.1	13 13.7	7 7.1	16 10.6	8 12.3	32 15.3	22 8.6	13 5.5	33 9.6	36 9.7
ACCESS TO ADDITIONAL CHANNELS(UNSPEC.)	17 2.4	12 3.8	3 3.2	1 1.0	1 .7	1 1.3	6 3.0	4 1.4	5 2.0	15 4.2	3 .8
OTHER	47 6.6	22 7.0	7 7.3	8 8.2	9 5.9	2 2.7	6 2.9	19 7.6	19 8.1	23 6.8	24 6.4
DON'T KNOW	17 2.3	7 2.4	6 6.0	1 1.1	2 1.6	0 .0	2 1.2	6 2.4	8 3.4	5 1.3	12 3.2
NOT STATED	3 .4	0 .0	0 .0	0 .0	0 .0	3 4.2	0 .0	2 .7	1 .4	1 .3	2 .5
DO NOT HAVE TV CONVERTER	258 36.0	89 28.5	27 28.8	41 43.1	58 38.4	43 66.1	61 28.8	88 34.6	100 43.5	121 35.2	137 36.8
TOTAL	742 103.6	326 105.0	98 104.3	95 101.1	157 103.0	67 101.4	218 103.5	263 103.1	241 104.6	358 104.2	384 103.0

Q.5-MAIN REASON FOR USING A TV CONVERTER

BASED ON CABLE HOUSEHOLDS

	TOTAL	MOTHER TONGUE--- ENG- LISH	FR- ENCH	OTHER	COMMUNITY SIZE-- OVER 100M	10M- 100M	UNDER 10M
UNWEIGHTED TOTAL	716	535	39	141	507	125	84
WEIGHTED TOTAL	717	536	38	142	513	122	82
ACCESS TO AMERICAN CHANNELS	248 34.7	194 36.2	10 25.3	44 31.1	196 38.2	29 23.6	24 29.2
ACCESS TO MORE CANADIAN CHANNELS	65 9.1	44 8.2	2 4.7	20 14.0	46 9.0	17 13.8	3 3.3
ACCESS TO HOUSE OF COMMONS/ GOVERNMENT SERVICES	3 .4	2 .4	0 .0	1 .6	2 .4	0 .0	1 1.1
STOCK/WEATHER/SHOPPING/ AIRPORT/CHANNEL INFO.	14 2.0	8 1.4	1 3.3	6 3.9	13 2.4	0 .0	2 2.2
ACCESS TO PAY-TV/SPECIALTY CHANNELS	69 9.6	53 9.8	2 6.6	14 9.8	49 9.5	12 10.2	8 9.7
ACCESS TO ADDITIONAL CHANNELS(UNSPEC.)	17 2.4	11 2.0	1 2.3	6 4.0	15 3.0	1 .7	1 1.5
OTHER	47 6.6	39 7.3	2 5.0	6 4.2	35 6.9	7 5.9	5 5.8
DON'T KNOW	17 2.3	14 2.6	0 .0	3 2.0	13 2.5	1 .8	2 3.0
NOT STATED	3 .4	2 .3	1 2.7	0 .0	0 .0	2 1.6	1 1.1
DO NOT HAVE TV CONVERTER	258 36.0	186 34.6	20 52.4	53 37.2	164 32.0	57 46.8	37 45.4
TOTAL	742 103.6	551 102.8	39 102.4	152 106.9	533 103.9	126 103.4	84 102.2

Q.6-CANADIAN CHILDREN AND YOUTH ADEQUATELY SERVICED BY TV PROGRAMMING IN FOLLOWING AREAS

BASED ON CABLE HOUSEHOLDS

	TOTAL	REGION: METRO TOR-ONTO	METRO ONTARIO OUT-SKIRTS	EAST -ERN	WEST -ERN	NORTH -ERN	AGE: 18-29	30-49	50+	SEX: MALE	FEMALE
UNWEIGHTED TOTAL	1046	358	120	190	290	88.	244	419	359	517	529
WEIGHTED TOTAL	1046	368	120	184	289	85	303	370	340	507	539
THE QUANTITY OF CHILDREN OR YOUTH PROGRAMS AVAILABLE	539 51.6	179 48.8	70 58.0	103 56.0	150 51.8	38 44.1	156 51.7	190 51.3	181 51.9	267 52.6	273 50.6
THE QUALITY OF CHILDREN OR YOUTH PROGRAMS AVAILABLE	500 47.8	160 43.6	57 47.2	91 49.5	154 53.4	37 43.8	160 52.9	180 48.7	151 43.1	258 50.8	242 44.9
THE AMOUNT OF CANADIAN, AS OPPOSED TO FOREIGN YOUTH/CHILDREN'S PROGRAMS AVAILABLE	413 39.5	124 33.7	61 51.1	73 39.7	121 41.8	34 39.7	118 39.0	146 39.6	138 39.3	210 41.4	203 37.6
NONE/DON'T KNOW	335 32.0	130 35.4	33 27.7	61 33.3	80 27.7	30 35.6	86 28.3	109 29.6	130 37.2	161 31.8	174 32.2
TOTAL	1787 170.8	593 161.4	221 184.1	329 178.5	505 174.7	139 163.2	520 171.8	625 169.2	600 171.4	896 176.7	891 165.3

PERCENTAGES DOWN

Q.6-CANADIAN CHILDREN AND YOUTH ADEQUATELY SERVICED BY TV PROGRAMMING IN FOLLOWING AREAS

BASED ON CABLE HOUSEHOLDS

	TOTAL	EDUCATION			INCOME				OCCUPATION OF RESPONDENT					
		PUB-LIC	HIGH	UNIVER-SITY	UNDER 10000	10000-19999	20000-29999	30000 & UP	PROF/EXEC.	SALES/CLER	LAB-OUR	HOUSE-WIFE	STU-DENT	OTHER
UNWEIGHTED TOTAL	1046	140	697	208	90	191	192	313	214	148	228	224	64	149
WEIGHTED TOTAL	1046	135	704	206	93	190	194	307	207	149	229	223	78	143
THE QUANTITY OF CHILDREN OR YOUTH PROGRAMS AVAILABLE	539	79	373	87	49	111	101	150	93	84	126	115	39	70
	51.6	58.1	53.0	42.3	53.1	58.3	51.7	48.9	44.8	56.4	55.3	51.5	50.4	49.4
THE QUALITY OF CHILDREN OR YOUTH PROGRAMS AVAILABLE	500	72	357	69	44	103	86	152	80	67	125	104	40	68
	47.8	53.5	50.8	33.5	47.3	54.2	44.1	49.6	38.8	45.1	54.7	46.9	51.7	48.0
THE AMOUNT OF CANADIAN, AS OPPOSED TO FOREIGN YOUTH/CHILDREN'S PROGRAMS AVAILABLE	413	61	295	56	36	84	67	118	69	55	93	101	25	56
	39.5	45.1	41.9	27.2	39.0	44.3	34.7	38.4	33.5	36.7	40.6	45.5	32.6	39.0
NONE/DON'T KNOW	335	39	205	91	31	50	63	97	82	45	63	65	25	51
	32.0	28.6	29.2	44.1	33.5	26.5	32.4	31.6	39.6	30.4	27.7	29.3	32.5	35.9
TOTAL	1787	251	1230	304	161	349	317	517	325	251	407	385	131	246
	170.8	185.3	174.8	147.1	172.8	183.3	163.0	168.4	156.7	168.6	178.3	173.2	167.2	172.3

PERCENTAGES DOWN

Q.6-CANADIAN CHILDREN AND YOUTH ADEQUATELY SERVICED BY TV PROGRAMMING IN FOLLOWING AREAS

BASED ON CABLE HOUSEHOLDS

	TOTAL	MOTHER TONGUE--- ENG- LISH	FR- ENCH	OTHER	COMMUNITY SIZE-- OVER 100M	10M- 100M	UNDER 10M	METHOD OF TELEVISION RECEPTION------ ANTE- NNA	CABLE	CABLE/ CON- VERTER	CABLE/ CONV./ PAY TV	DISK	D.K./ NO TV
UNWEIGHTED TOTAL	1046	799	65	181	637	140	269	315	261	382	73	6	9
WEIGHTED TOTAL	1046	801	64	180	645	136	265	314	258	382	76	6	10
THE QUANTITY OF CHILDREN OR YOUTH PROGRAMS AVAILABLE	539	416	33	90	323	72	144	174	122	196	42	4	2
	51.6	52.0	51.3	50.2	50.1	52.9	54.5	55.3	47.3	51.1	55.1	65.9	22.9
THE QUALITY OF CHILDREN OR YOUTH PROGRAMS AVAILABLE	500	389	33	78	290	65	144	162	118	177	37	4	2
	47.8	48.5	51.6	43.3	45.0	47.9	54.4	51.5	45.6	46.4	48.7	65.9	24.0
THE AMOUNT OF CANADIAN, AS OPPOSED TO FOREIGN YOUTH/CHILDREN'S PROGRAMS AVAILABLE	413	325	26	62	243	61	109	121	109	141	34	4	3
	39.5	40.5	41.1	34.4	37.7	44.5	41.1	38.7	42.2	37.0	44.6	65.9	33.7
NONE/DON'T KNOW	335	253	22	59	214	44	77	94	90	125	18	2	6
	32.0	31.6	34.1	32.9	33.2	32.2	29.0	29.9	34.7	32.6	24.2	34.1	66.3
TOTAL	1787	1383	114	289	1071	242	475	551	438	639	131	14	14
	170.8	172.6	178.1	160.8	166.1	177.6	179.0	175.4	169.7	167.1	172.6	231.8	146.9

APPENDIX

SAMPLE CHARACTERISTICS

DESIGN OF THE SAMPLE

SAMPLING TOLERANCES

QUESTIONNAIRE

CARDS

SAMPLE CHARACTERISTICS

	NUMBER	PERCENT
ONTARIO	1046	100
Region:		
Metro Toronto	368	35
Metro Outskirts	120	11
Western Ontario	289	28
Eastern Ontario	184	18
Northern Ontario	85	8
Community Size:		
Over 100,000	645	62
10,000 - 100,000	136	13
Under 10,000	265	25
Sex:		
Male	507	48
Female	539	52
Age:		
18 to 29 years	303	29
30 to 49 years	370	35
50 years and over	350	33
Did not state	23	2
Education:		
Elementary	135	13
Secondary	704	67
University	206	20
Refused	1	*
Income:		
Under $10,000	93	9
$10,000 - $19,999	190	18
$20,000 - $29,999	194	19
$30,000 and over	307	29
Refused	262	25
Occupation:		
Prof./Executive	207	20
Sales/Clerical	149	14
Labour	228	22
Housewife	223	21
Student	78	7
Other	143	14
Refused	18	2
Mother Tongue:		
English	801	77
French	64	6
Other	180	17
Did not state	1	*

Note: Percentages may not add exactly to 100 due to rounding.
* Less than 0.5 percentage points.

THE DESIGN OF THE SAMPLE

The Gallup Ontario Omnibus maintains a modified probability sample in all centres over 1,000 in population. A quota sample is used in rural farm and rural non-farm centres. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, 18 years and older, living in Ontario except for those persons in institutions such as prisons or hospitals, or those residing in far Northern regions. Survey data can be applied to this population for the purpose of projecting percentages into numbers of people.

The sample design incorporates stratification by six community size groups, based on the 1981 Census data: cities of 500,000 population and over, those between 100,000 and 500,000, 30,000 to 100,000, 10,000 to 30,000, 1,000 to 10,000 and rural farm and rural non-farm areas.

The population is arrayed in geographic order by community size and within those classifications, by census enumeration areas. Enumeration areas, on the average, contain about 500 to 600 people.

A total of 105 enumeration areas are selected randomly from this array. Within urban centres, a random block sampling procedure is used to select starting points for interviewers. The interviewer is provided with a map of the enumeration area, showing the location of the starting point and is required to follow a specified route in the selection of households. Within the household, the youngest male, 18 years and over, at home at the time of the interview is questioned. If there is no male available, or when the male quota is completed, the youngest available female, 18 years and over is interviewed.

The selection of rural farm and rural non-farm interviewing locations follows the sample design established for urban centres in terms of geographic dispersion and random selection of enumeration areas. Because of the low population density and wide dispersion of households, the random block sampling procedure is replaced by quota sampling based on sex and age.

The design of the Gallup Poll sample has been based on population statistics of the Census of Canada, 1981.

GALLUP WOULD LIKE YOUR OPINION

INTERVIEWER DON'T READ ALOUD. WORDS IN CAPITAL LETTERS / CIRCLE APPROPRIATE NUMBERS OR CHECK BOXES

SUGGESTED INTRODUCTION:

Good day. I'm from the Gallup Organization, and I'd like to talk to you about a few topics on national public opinion and on marketing.

SECTION ---- ASK EVERYONE [01]

1. Which of the following best describes your household's method of television reception? HAND CARD 1

a) RABBIT EARS OR ROOFTOP/TOWER ANTENNA ONLY----------1 -- GO TO Q.6

b) BASIC CABLE SERVICE (CHANNELS 2-13 ONLY)----------2

c) CABLE SERVICE WITH CHANNEL CONVERTER TO RECEIVE ADDITIONAL CHANNELS----------3 -- GO TO Q.2

d) CABLE SERVICE WITH CHANNEL CONVERTER AND PAY TELEVISION-4

e) SATELLITE RECEIVING DISH-----5

f) DON'T KNOW----------6 -- GO TO Q.6

g) NO TELEVISION----------7

ASK ALL CABLE HOUSEHOLDS ONLY:

2. Consideration is being given to changing which stations people receive through their basic cable service; that is, on channels 2-13, new Canadian channels would replace American channels. (NBC, ABC, CBS or PBS) which would then be available only with a channel converter.

Which of the following Canadian television services, if any, do you think should be allowed to replace American channels? HAND CARD 2 ACCEPT MULTIPLE RESPONSE.

	YES
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL----------	1
A CANADIAN MULTILINGUAL CHANNEL----------	2
A CANADIAN RELIGIOUS CHANNEL----------	3
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (E.G. CITY-TV, CHCH, GLOBAL, ETC.)----------	4
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (E.G. CKVU-VANCOUVER, CITY-EDMONTON, ETC)----------	5
A SECOND CBC CHANNEL----------	6
A HOUSE OF COMMONS CHANNEL----------	7
LEAVE AS IS/NONE----------	8
DON'T KNOW----------	9

3. In the future, new Canadian channels may be added to the existing basic cable service. The addition of these new channels might result in a small increase, say about $1, in your monthly cable bill.

Under these circumstances, which of the following Canadian channels, if any, would you be interested in receiving? HAND CARD 2

	YES INTERESTED
A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL----------	1
A CANADIAN MULTILINGUAL CHANNEL----	2
A CANADIAN RELIGIOUS CHANNEL--------	3
OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (E.G. CITY-TV, CHCH, GLOBAL, ETC.)----------	4
OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (E.G. CKVU - VANCOUVER; CITY - EDMONTON, ETC.)--	5
A SECOND CBC CHANNEL----------	6
A HOUSE OF COMMONS CHANNEL---------	7
NONE----------	8
DON'T KNOW----------	9

4. Cable operators are now beginning to offer a number of new Canadian and American TV channels which provide one specific type of programming, such as movies, music, sports, or arts and entertainment. These new channels are to be available to cable TV subscribers at an additional monthly charge above the regular cable TV charge.

If you were to subscribe to any of these new services, would you prefer to subscribe to just the individual channels of your choice, or to a set package of services at some cost savings? HAND CARD 3

JUST THE INDIVIDUAL CHANNELS FOR ABOUT $7.00 PER CHANNEL, PER MONTH--------1

A PACKAGE OF SERVICES CONTAINING SOME ONLY, AT 4 CHANNELS FOR $10 PER MONTH----------2

A PACKAGE OF SERVICES CONTAINING ALL CHANNELS AT $19.95 PER MONTH----------3

NONE----------4

DON'T KNOW----------5

BASIC DATA SECTION:

INTERVIEWER: INTRODUCE THIS SECTION AS FOLLOWS: "Now may I ask you a few questions so that I can be sure I am getting the right sample of people in this community?"

: Are you the male head of the household?
EN: Are you the female head of the household?

YES-------1 -65 NO--------2

EVERYONE:

you employed outside the home full-time, part- or not at all?

FULL-TIME----------1 -66
PART-TIME----------2
NOT AT ALL---------3

EVERYONE:

t is your marital tus?

SINGLE----------1 -65
MARRIED----------2
WID/DIV/SEP------3
LIVING AS MARRIED----4

t was the language you first spoke in childhood still understand?

ENGLISH----------1 -66
FRENCH-----------2
OTHER(SPECIFY)_____3

, for a question on religion. What is your igious preference - Protestant, Roman Catholic Jewish?

PROTESTANT---------1 -67
JEWISH-------------2
ROMAN CATHOLIC-----3
OTHER(SPECIFY)_____4
NO RELIGIOUS PREFERENCE--------5

ich of these was the last school that you attended?
ND CARD "D"

d you graduate from...(LEVEL OF SCHOOLING ATTAINED)?
CORD BELOW

	SOME	GRADUATED
BLIC/GRADE SCHOOL	1 -68	2
CONDARY SCHOOL	3	4
IVERSITY	7	8
ST SECONDARY & NON-UNIVERSITY		
MMUNITY COLLEGE	5	6
E.G.E.P.	5	6
HER_____ (SPECIFY)	5	6
FORMAL SCHOOLING	9	
FUSED	0	

at is your occupation?

PECIFIC JOB:_____

YPE OF COMPANY:_____ -69

HECK IF: ( ) STUDENT
( ) HOUSEWIFE

OCCUPATION OF HEAD OF FAMILY

SPECIFIC JOB?_____

TYPE OF COMPANY?_____ 70

How many people, including yourself are there in this household?

1 2 3 4 5 6 OR MORE -71

How many would be under 10 years?

0 1 2 3 4 OR MORE -72

How many would be between 10 & 17 years?

0 1 2 3 4 OR MORE -73

Are you, yourself a member of a trade union, or is your husband/wife a trade union member?

YES, MYSELF----------1 -74
YES, MY SPOUSE---------2
NO-------------------3

What was the year of your birth? YEAR_____ 75 76

RECORD IF: MAN-------1 WOMAN--------2 -77

HAND CARD "R": Which number on this card corresponds to your total annual family income from all sources before tax deductions?

UNDER $10,000----------1 $20,000 - $29,999----4 -78
$10,000 - $14,999-------2 $30,000 - $39,999----5
$15,000 - $19,999-------3 $40,000 & OVER-------6
REFUSED----------------7

RECORD IF: FARM----------1 -79
RURAL, NON-FARM------2
URBAN--------------3

TIME INTERVIEW ENDED:_____

(PLEASE PRINT)

NAME OR RESPONDENT:_____ TELEPHONE:_____

ADDRESS:_____ CITY:_____ PROV:_____

DATE OF INTERVIEW:_____ POSTAL CODE:_____

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW -- INTERVIEWER'S SIGNATURE:_____

***A VALIDATION CHECK WILL BE MAKE ON ALL INTERVIEWERS' WORK

CARD 2

A CANADIAN CHILDREN'S AND/OR YOUTH CHANNEL

A CANADIAN MULTILINGUAL CHANNEL

A CANADIAN RELIGIOUS CHANNEL

OTHER ONTARIO CHANNELS WHICH YOU DO NOT NOW RECEIVE (E.G. CITY-TV, CHCH, GLOBAL, ETC)

OTHER CANADIAN CHANNELS NOT NOW AVAILABLE TO YOU (E.G. CKVU-VANCOUVER, CITV-EDMONTON, ETC.)

A SECOND CBC CHANNEL

A HOUSE OF COMMONS CHANNEL

CARD 3

JUST THE INDIVIDUAL CHANNELS FOR
ABOUT $7.00 PER CHANNEL, PER MONTH

A PACKAGE OF SERVICES CONTAINING
SOME ONLY, AT 4 CHANNELS FOR $10
PER MONTH

A PACKAGE OF SERVICES CONTAINING ALL
CHANNELS AT $19.95 PER MONTH

CARD 4

ACCESS TO AMERICAN CHANNELS

ACCESS TO MORE CANADIAN CHANNELS

ACCESS TO HOUSE OF COMMONS/GOVERNMENT SERVICES

STOCK/WEATHER/SHOPPING/AIRPORT/CHANNEL INFORMATION

ACCESS TO PAY-TV/SPECIALTY CHANNELS